

Message Text

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TAGS: BBSR, BFOL, CA, XA, XB, XF, XM, XT, XU

SUBJECT: GLOBAL MARKET RESEARCH (GMR): (A) TEXTILES;
(B) APPAREL

1. COMMERCE REQUESTS FOLLOWING INFORMATION BE REPRODUCED
AND DISTRIBUTED TO POTENTIAL BIDDERS AS PER INSTRUCTIONS
IN SEPTEL OF SEPTEMBER 12, 1978.

INVITATION TO BID

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SURVEY OF FOREIGN MARKETS FOR U.S. TEXTILES AND APPAREL

THE UNITED STATES DEPARTMENT OF COMMERCE INVITES BIDS FOR
MULTICOUNTRY MARKET RESEARCH IN ACCORDANCE WITH THE EN-
CLOSED SPECIFICATIONS. THE COUNTRIES SELECTED FOR RE-
SEARCH ARE AS FOLLOWS:

BELGIUM/LUX
DENMARK
FRANCE
IRELAND
ITALY
ITALY
NETHERLANDS

UNITED KINGDOM
WEST GERMANY

SWITZERLAND
SPAIN
NORWAY
SWEDEN
FINLAND
GREECE
AUSTRIA
TURKEY

CANADA

ISRAEL
SAUDI ARABIA
IRAN
KUWAIT
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JAPAN
HONG KONG
KOREA
REPUBLIC OF CHINA (TAIWAN)
PHILIPPINES
SINGAPORE
INDONESIA
INDIA

AUSTRALIA
NEW ZEALAND

VENEZUELA
MEXICO
BRAZIL
ARGENTINA
CHILE
COLOMBIA
ECUADOR

MOROCCO

ALGERIA
NIGERIA
IVORY COAST

A SEPARATE SERIES OF REPORTS SHALL BE PROVIDED FOR EACH INDUSTRY, TEXTILES AND APPAREL. FOR EXAMPLE, THE TEXTILE SERIES SHALL INCLUDE A FREESTANDING REPORT FOR EACH COUNTRY PLUS AN EXECUTIVE SUMMARY AND ANALYSIS OF THE

WORLD MARKET FOR U.S. PRODUCTS. REPORTS ON MEXICO AND BRAZIL ARE TO BE PREPARED FOR TEXTILES ONLY. THESE COUNTRIES ARE TO BE EXCLUDED FROM THE APPAREL SERIES.

BID PROPOSAL INSTRUCTIONS
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BID PROPOSALS SHALL BE SUBMITTED IN TRIPLICATE AND PROVIDE THE FOLLOWING INFORMATION IN THE ORDER SHOWN:

A. A SEPARATE SPECIFICATION OUTLINE FOR EACH OF THE TWO STUDIES (TEXTILES AND APPAREL). THE OUTLINE, SIMILAR IN FORMAT TO PART 3 OF STANDARD GLOBAL MARKET RESEARCH (GMR) SPECIFICATIONS (SEE INDUSTRIAL PROCESS CONTROLS OR MACHINE TOOLS AT AMEMBASSY), SHALL BE PREPARED AROUND THE FOLLOWING GENERAL TOPICS:

1. SURVEY SUMMARY AND CONCLUSIONS

2. SIZE, STRUCTURE AND HISTORICAL AND PROJECTED GROWTH OF THE MARKET. RECENT HISTORICAL DATA AND 5-YEAR MARKET PROJECTION, A LOGICAL PRODUCT SUBGROUPING, IMPORTS AND EXPORTS, AND REASONS FOR MARKET SIZE CHANGES MUST BE PRESENTED.

3. U.S. SALES POTENTIAL, THIS SECTION SHOULD INCLUDE REQUIREMENTS FOR IDENTIFYING PAST U.S. PERFORMANCE, CURRENT USER ATTITUDES TOWARD U.S. PRODUCTS, POTENTIAL FOR MARKETING SPECIFIC U.S. PRODUCTS OVER NEXT 5 YEARS WITH EMPHASIS, VIA BACK-UP DISCUSSIONS, ON PRODUCTS WITH HIGHEST POTENTIAL. PRODUCTS AS IDENTIFIED IN PART 2 SERVE AS A GUIDE. THIS SECTION MUST REFLECT THE REQUIREMENT FOR RATING SEPARATELY TOTAL MARKET DEMAND AND DEMAND FOR U.S. PRODUCTS THROUGH FOUR CRITERIA, E.G. FROM "SIGNIFICANT DEMAND" TO "NOT SALEABLE".

4. COMPETITIVE ASSESSMENT. INFORMATION REQUIRED WOULD INCLUDE A THOROUGH STATISTICAL REVIEW AND DISCUSSION OF
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THE SUBJECT DOMESTIC INDUSTRY AND OTHER MAJOR SUPPLYING NATIONS. MAJOR MULTINATIONAL CORPORATIONS SHOULD BE IDENTIFIED AS SUCH AND DISCUSSED.

5. END-USER ANALYSIS. AN APPROACH TO A THOROUGH ANALYSIS OF THE MAJOR PURCHASING SECTORS MUST BE PRESENTED. BOTH STATISTICAL INFORMATION AND UNDERLYING FACTOR DISCUSSIONS ARE TO BE INCLUDED. NOTE: IT IS EXPECTED THAT THE STRUCTURES OF THIS SECTION WILL BE SIGNIFICANTLY DIFFERENT IN THE TWO OUTLINES, TEXTILES HAVING ESSENTIALLY

(BUT NOT ENTIRELY) AN INDUSTRIAL MARKET AND APPAREL HAVING ESSENTIALLY (BUT NOT ENTIRELY) A CONSUMER MARKET. DATA ELEMENTS NOT NORMALLY REQUIRED IN STANDARD GMR SPECIFICATIONS (SUCH AS CONSUMER PREFERENCES, DEMOGRAPHIC INFORMATION, GEOGRAPHIC CONCENTRATION OF BUYERS, CLIMATIC CONDITIONS, RETAILING PRACTICES, ETC.) MUST BE INCORPORATED IN THE APPROPRIATE OUTLINES. END-USERS AS IDENTIFIED IN PART 2 (B) SERVE AS A GUIDE.

6. MARKET ACCESS DATA. QUERIES REGARDING DISTRIBUTION CHANNELS, MARKETING PRACTICES, STANDARDS AND REGULATIONS, IMPORT RESTRICTIONS, PACKAGING AND LABELLING REQUIREMENTS, ETC. MUST BE DEVELOPED FOR THIS SECTION. APPROPRIATE TRADE LISTS (PROSPECTIVE BUYERS, AGENT/DISTRIBUTORS, U.S. RESIDENT BUYERS, TRADE PUBLICATIONS AND TRADE ASSOCIATIONS) SHOULD BE INCLUDED. DISCUSSIONS ON TARIFF AND NON-TARIFF BARRIERS SHOULD BE BRIEF AND GENERAL, SINCE DETAILS ARE AVAILABLE IN COMMERCE.

BIDDERS ARE TO UNDERSTAND THAT THE PROPOSED RESEARCH OUTLINES WILL SERVE AS THE BASIS OF FINAL CONTRACT SPECIFICATIONS WITH MODIFICATIONS AS PER MUTUAL AGREEMENT.

B. OTHER INFORMATION REQUIRED IN PROPOSALS

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1. STATEMENT THAT AFFIRMS THAT ALL WORK SPECIFIED CAN BE PERFORMED UNDER THE TERMS OF THE CONTRACT OR THAT EXCEPTIONS OR MODIFIED APPROACHES MUST BE TAKEN IN WHICH CASE THEY SHOULD BE FULLY EXPLAINED.

2. PROPOSED METHODOLOGY FOR CONDUCTING THE STUDIES INCLUDING THE METHOD TO BE EMPLOYED FOR ESTIMATING

TOTAL MARKET SIZE U.S. MARKET POTENTIAL, AND FOR IDENTIFYING SPECIFIC PRODUCTS WITH U.S. SALES POTENTIAL.

3. NUMBER OF PERSONAL INTERVIEWS TO BE CONDUCTED DURING THE COURSE OF EACH STUDY AND THE DISTRIBUTION OF THESE INTERVIEWS BY TRADE, INDUSTRY, AND OTHER SECTORS.

4. IDENTIFICATION OF, CAPABILITY OF, AND CONTEMPLATED RESPONSIBILITY TO BE VESTED IN SUBSIDIARY/ASSOCIATE/ AFFILIATE/SUB-CONTRACTOR FIRM(S), IF ANY.

5. NAME, QUALIFICATIONS, AND LOCATION OF SUPERVISOR(S) TO BE ASSIGNED TO THE STUDY(S).

6. NAMES, QUALIFICATIONS, AND LOCATIONS OF OTHER THAN SUPERVISORY PERSONNEL TO BE ASSIGNED TO THE STUDY(S).

7. DETAILS ON HOW PROJECT WILL BE MANAGED, FIELD RESEARCH WILL BE REVIEWED AND REPORTS WILL BE COORDINATED TO PROVIDE CROSS COMPARABLE DATA, UNIFORM STYLE OF REPORTING, AND REPORTS WRITTEN IN THE VERNACULAR OF THE U.S. INDUSTRIES TO WHOM THIS RESEARCH IS DIRECTED. A WORK FLOW CHART MAY BE SUBMITTED TO CLARIFY THE MANAGEMENT SYSTEM USED.

8. WORK SCHEDULE SHOWING THE VARIOUS STEPS AND WORK UNCLASSIFIED

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INCREMENTS AND TIMING FOR SAME THROUGH FINAL SUBMISSION. REPORTS ARE EXPECTED TO BE SUBMITTED SERIALY AS PRODUCED.

9. PROPOSED FORMAT AND TIMING OF PROJECT PROGRESS REPORTING TO ASEMBASSY AND COMMERCE.

GLOBAL MARKET RESEARCH SPECIFICATIONS

(A) TEXTILES, (B) APPAREL

PART I

GENERAL PROVISIONS

1.1 PURPOSE, NEED AND SCOPE

THE U.S. TEXTILE INDUSTRY HAS SUSTAINED LITTLE REAL GROWTH IN THE PAST 10 YEARS. IMPORTS OF FOREIGN TEXTILE PRODUCTS ARE APPROXIMATELY EQUAL TO U.S. EXPORTS OF TEXTILE PRODUCTS. THE U.S. APPAREL INDUSTRY HAS EXPERIENCED CLOSELY SIMILAR PERFORMANCE. HOWEVER, APPAREL EXPORTS HAVE BEEN

CONSISTENTLY LOW, AVERAGING SLIGHTLY MORE THAN 2 PERCENT OF TOTAL U.S. PRODUCTION. ON THE OTHER HAND, THE VALUE OF APPAREL IMPORTS HAS BEEN AVERAGING BETTER THAN 10 PERCENT OF THE VALUE OF PRODUCTION.

THE LACK OF GROWTH IN U.S. TEXTILE AND APPAREL EXPORTS IS, TO A CONSIDERABLE EXTENT, DUE TO THE RELUCTANCE OF U.S. FIRMS TO BECOME INVOLVED IN FOREIGN MARKETING. THIS IS NOT DISSIMILAR TO THE ATTITUDE OF FIRMS IN OTHER U.S. INDUSTRIES.

THE U.S. DEPARTMENT OF COMMERCE WANTS TO ASSIST THE U.S. TEXTILE AND APPAREL INDUSTRIES IN ESTABLISHING FOREIGN GROWTH MARKETS FOR THEIR PRODUCTS AND IS UNCLASSIFIED

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INITIATING AN INDUSTRY PROGRAM WITH THIS OBJECTIVE. AN IMPORTANT PRIMARY ELEMENT OF SUCH A PROGRAM IS MARKET RESEARCH THAT POINTS UP THE OVERSEAS SHORT AND LONG RANGE GROWTH POTENTIAL FOR U.S. TEXTILE AND APPAREL PRODUCTS, AND A STRATEGY FOR DEVELOPING THESE MARKETS. IN ADDITION TO INDIVIDUAL REPORTS ON THE COUNTRIES STUDIES FOR EACH INDUSTRY, A WORLD-WIDE EXECUTIVE SUMMARY SHALL BE REQUIRED PROVIDING A COMPARATIVE ANALYSIS OF THE COUNTRY MARKETS STUDIED, CONCLUSIONS AND RECOMMENDATIONS.

GENERALLY, THE MARKET RESEARCH STUDIES WILL BE FOCUSED ON THE IDENTIFICATION OF SALABLE U.S. TEXTILES AND APPAREL, SPECIFIC CLASSES OF POTENTIAL BUYERS, AND THE POSITIVE ASPECTS OF EXPORTING WHERE VIABLE MARKETS EXIST. INFORMATION RELATED TO SALES AND DISTRIBUTION, TRADE BARRIERS AND INDIGENOUS BUSINESS CUSTOMS WITH WHICH A U.S. FIRM SHOULD BE ACQUAINTED BEFORE ENTERING THE MARKET.

ALL RESEARCH WILL BE AVAILABLE FOR PURCHASE BY U.S. FIRMS AT A NOMINAL FEE. SUMMARIES OF THE RESEARCH WILL BE PRINTED IN THE FORMAT OF THE U.S. DEPARTMENT OF COMMERCE GLOBAL MARKET SURVEY PUBLICATIONS. THESE WILL BE DISSEMINATED TO U.S. INDUSTRY INFORMATIONAL MATERIAL TO STIMULATE THEIR INTEREST IN EXPORTING. THE DEPARTMENT OF COMMERCE PLANS TO IMPLEMENT A SERIES OF FOREIGN TRADE PROMOTION EVENTS FOR THE INDUSTRY'S PARTICIPATION. THESE WILL BE DESIGNED TO INTRODUCE U.S. FIRMS TO THE FOREIGN MARKET AND ASSIST THEM IN ESTABLISHING A PRESENCE IN THAT MARKET.

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1.2 GENERAL INSTRUCTIONS; TERMS AND CONDITIONS OF CONTRACTS

1.2.1 INTERVIEWS

PERSONAL INTERVIEWS ARE TO BE CONDUCTED WITH PERSONS KNOWN TO BE KNOWLEDGEABLE ABOUT THE MARKET IN QUESTION. IN NO CIRCUMSTANCE MAY TELEPHONE INTERVIEWS BE COUNTED AS PERSONAL INTERVIEWS. CONSIDERING THE NATURE OF THE RESEARCH, A SUBSTANTIAL NUMBER OF INTERVIEWS SHOULD BE HELD WITH END-USERS, SALES AGENTS, DISTRIBUTORS AND DEALERS. KEY OFFICIALS OF APPROPRIATE TRADE ASSOCIATIONS, GOVERNMENT AGENCIES, TRADE JOURNALS AND ENGINEERING COMPANIES ALSO ARE TO BE CONTACTED.

END-USER INTERVIEWS ARE TO BE BALANCED AMONG USER SECTORS IN LINE WITH THE RELATIVE IMPORTANCE OF EACH SECTOR IN THE MARKET.

VISITS TO GOVERNMENT AGENCIES, LIBRARIES, OR OTHER ENTITIES, FOR THE PRIMARY PURPOSE OF GATHERING STATISTICAL DATA, ARE NOT TO BE COUNTED AS INTERVIEWS.

THE NAME, TITLE, AND AFFILIATION OF EACH PERSON INTERVIEWED IS TO BE PROVIDED IN AN APPENDIX TO THE FINAL RESEARCH REPORT. THIS APPENDIX WILL BE REMOVED BY THE DEPARTMENT PRIOR TO PUBLIC DISTRIBUTION OF THE RESEARCH REPORT.

1.2.2 STATISTICAL DATA

TO THE FULLEST PRACTICAL EXTENT, PRELIMINARY COMPILATIONS OF REQUIRED STATISTICS SHOULD BE MADE--FROM OFFICIAL GOVERNMENT OR TRADE ASSOCIATION SOURCES--BEFORE INTERVIEWS ARE CONDUCTED.

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THEN, SUCH DATA SHOULD BE DISCUSSED DURING INTERVIEWS, AND ULTIMATELY MODIFIED AND/OR RECONSTRUCTED, AS MAY BE APPROPRIATE, IN THE LIGHT OF INTELLIGENCE ELICITED DURING INTERVIEWS.

IT IS MOST IMPORTANT THAT THE NATURE AND COMPOSITION OF STATISTICS BE CLEARLY EXPLAINED IN FOOTNOTES TO TABLES.

EXPLANATIONS ARE TO INCLUDE SOURCE(S); TIME PERIOD (E.G., CALENDAR YEAR VS. FISCAL YEAR), NATURE OF VALUES (E.G., C.I.F. IMPORT VALUES, F.O.B. EXPORTS; COST TO END-USERS INCLUDING IMPORT DUTIES, DISTRIBUTOR MARK-UPS, ETC); EXTENT, IF ANY, OF RE-EXPORTS. METHODOLOGIES USED IN THE COMPILATION OF STATISTICS ARE TO BE EXPLAINED, ALSO.

1.2.3 CURRENCY VALUES

ALL VALUES ARE TO BE REPORTED IN U.S. DOLLARS ONLY. EXCHANGE RATES TO BE USED IN CONVERTING LOCAL CURRENCY ARE TO BE NOTED IN THE RESEARCH REPORT.

HISTORICAL VALUES, I.E. THROUGH 1977, ARE TO BE EXPRESSED IN CURRENT RATHER THAN CONSTANT PRICES AND SO DESCRIBED. NEVERTHELESS, APPROPRIATE DEFLATOR OR INFLATOR FACTORS FOR CONVERSION OF CURRENT PRICES TO CONSTANT PRICES SHOULD BE PROVIDED, WHERE OBTAINABLE, AS FOOTNOTES.

1.2.4 NOMENCLATURE

COMPLETE NAMES OF ORGANIZATIONS, INSTITUTIONS, ETC., ARE TO BE GIVEN WHERE SUCH NAMES APPEAR INITIALLY IN THE RESEARCH REPORT. SHORTENED NAMES, INITIALS, OR ACRONYMS MAY BE USED THEREAFTER. NAME USAGE MUST BE CONSISTENT UNCLASSIFIED

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THROUGHOUT THE REPORT. ANY ENTITY WHICH IS A PARENT, SUBSIDIARY, OR AFFILIATE OF ANOTHER ENTITY MENTIONED ELSEWHERE IN THE REPORT MUST BE SO IDENTIFIED WHERE FIRST MENTIONED; THE SAME APPLIES TO THE ASSOCIATED ENTITY. WHERE A U.S. FIRM MIGHT BE CONFUSED WITH AN OVERSEAS SUBSIDIARY OF THE SAME NAME, EITHER MUST BE CLEARLY DISTINGUISHED WHENEVER MENTIONED.

1.2.5 PROPERTY AND COPYRIGHT

RESEARCH REPORTS PREPARED IN ACCORDANCE WITH THESE SPECIFICATIONS AND FURNISHED UNDER CONTRACT SHALL BECOME THE PROPERTY OF THE UNITED STATES GOVERNMENT.

DATA PREPARED FOR AND FURNISHED IN REPORTS SHALL NOT BE MADE AVAILABLE TO THIRD PARTIES WITHOUT THE EXPRESS APPROVAL OF THE U.S. GOVERNMENT.

COPYRIGHTED MATERIAL SHALL NOT BE INCLUDED IN REPORTS WITHOUT WRITTEN PERMISSION OF COPYRIGHT OWNERS FOR THE U.S. GOVERNMENT TO PUBLISH, TRANSLATE, REPRODUCE, AND DISPOSE OF THE MATERIAL.

1.2.6 RESEARCH REPORT DEFICIENCIES

A RESEARCH REPORT WILL BE CONSIDERED DEFICIENT WHERE:

A) INFORMATION, AS CALLED FOR IN THE SPECIFICATIONS, IS MISSING, OR WHERE OBVIOUSLY INSIGNIFICANT OR IRRELEVANT INFORMATION IS PRESENTED IN SUBSTITUTION;

B) CONTRADICTIONS APPEAR WITHIN THE REPORT ITSELF OR BETWEEN DATA IN THE REPORT AND COMMON KNOWLEDGE OF THE SUBJECT(S) IN QUESTION;

C) STATISTICAL ERRORS APPEAR;
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D) UNINTELLIGIBLE LANGUAGE IMPAIRS THE USEFULNESS OF THE REPORT.

THE CONTRACTOR WILL BE REQUIRED TO REMEDY, IN WRITING, ANY OF THE ABOVE LISTED DEFICIENCIES BEFORE FINAL PAYMENT

UNDER THE CONTRACT IS APPROVED BY THE DEPARTMENT OF COMMERCE. RESPONSE MUST BE KEYED TO RELEVANT NUMERICAL REFERENCES OF SPECIFICATIONS AND PAGE NUMBERS OF THE RESEARCH REPORT.

1.2.7 NOTIFICATION OF RESEARCH UNDERTAKING

A CONTRACTOR UNDERTAKING RESEARCH IN A COUNTRY OTHER THAN THAT WHERE THE CONTRACT IS EXECUTED IS REQUIRED TO GIVE ADVANCE WRITTEN NOTICE, TO THE COMMERCIAL ATTACHE AT THE U.S. EMBASSY (OR PRINCIPAL COMMERCIAL OFFICER AT A DESIGNATED U.S. CONSULATE) IN THE COUNTRY OF RESEARCH, OF THE NAMES OF PERSONS ASSIGNED TO THE RESEARCH AND THE TIME PERIODS DURING WHICH THEY WILL BE IN THE COUNTRY.

1.2.8 SUBMISSION OF COMPLETED RESEARCH REPORT

TWELVE COPIES OF THE COMPLETED RESEARCH REPORT, IN THE ENGLISH LANGUAGE, ARE TO BE SUBMITTED BY THE CONTRACTED DELIVERY DATE TO THE U.S. FOREIGN SERVICE POST SUPERVISING THE RESEARCH CONTRACT. WHERE THE REPORT IS TYPEWRITTEN, THE ORIGINAL IS TO BE SUBMITTED. IN SUCH CASES IT IS IMPERATIVE THAT THE QUALITY OF TYPING BE SUCH AS TO PERMIT HIGH QUALITY REPRODUCTION.

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TO FACILITATE STANDARD REPRODUCTION OF ALL RESEARCH REPORTS RECEIVED BY THE DEPARTMENT EACH REPORT SHOULD BE PREPARED ON PAPER MEASURING 21.5 CM. X 29.5 CM OR APPROXIMATELY 8 1/2" X 11 5/8".

PART 2

PRODUCTS AND BUYERS LISTS

THE FOLLOWING LIST OUTLINES THE BASIC PRODUCTS TO BE THE SUBJECT OF THIS RESEARCH PROJECT. BIDDERS MAY WISH TO PROPOSE MODIFICATIONS OR GREATER ARTICULATION OF PRODUCT BREAKOUT BASED UPON U.S. INDUSTRIES CUSTOMARY NEEDS FOR INFORMATION AND STATISTICS. ALSO A PARTIAL LISTING OF BUYING SECTORS OF THE MAJOR PRODUCT CATEGORIES HAS BEEN INCLUDED.

2.1 FOR "TEXTILE" STUDIES

I. PRODUCTS

1. YARN AND THREAD: COTTON; WOOL, MAN-MADE FIBERS, BLENDS -

2. FABRICS: BROADWOVEN: GREY: COTTON, WOOL, MAN-MADE AND BLENDS FINISHED: COTTON, WOOL, MAN-MADE FIBERS AND BLENDS

3. FABRICS: NARROW: BOTTOM: GREY: COTTON, WOOL, MAN-MADE FIBERS; BLENDS FINISHED: COTTON, WOOL, AMN-MADE FIBERS; BLENDS

4. FABRICS: NONWOVEN: COTTON, WOOL, MAN-MADE FIBERS; BLENDS

5. FABRICS: KNIT: COTTON, WOOL, MAN-MADE FIBERS, UNCLASSIFIED

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BLENDS

6. FABRICS: COATED, IMPREGNATED AND BONDED COTTON, WOOL, MAN-MADE FIBERS, BLENDS

7. MADE-UP ARTICLES: COTTON, WOOL, MAN-MADE, BLENDS

8. FLOOR COVERINGS: COTTON, WOOL, MAN-MADE FIBERS,
BLENDS

NOTE: MAN-MADE FIBERS INCLUDE CELLULOSIC AND
NONCELLULORIC FIBERS

II. BUYING SECTORS

1. YARNS AND THREADS: WEAVING MILLS; KNITTING MILLS;
FLOOR COVERING MILLS; DISTRIBUTORS, COMMERCIAL SALES
(WHOLESALE, RETAILERS) HOME SEWING

2. FABRICS: WHOLESALE; CONVERTORS; DISTRIBUTORS;
APPAREL MANUFACTURERS; HOME FURNISHINGS MANUFACTURERS;
USERS OF INDUSTRIAL FABRICS

3. MADE-UP ARTICLES: CONTRACT AND INSTITUTIONAL SALES;
COMMERCIAL SALES (WHOLESALE, RETAILERS); HOME SEWING

4. FLOOR COVERINGS: CONTRACT AND INSTITUTIONAL SALES;
COMMERCIAL SALES; (WHOLESALE, RETAILERS)

2.2 FOR "APPAREL" STUDIES

I. PRODUCTS

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A. MEN'S AND BOY'S CLOTHING

SUITS AND COATS
TROUSERS, SLACKS,
DUNGAREES, JEANS
SHIRTS, DRESS,
SPORT, SWEATSHIRTS,
T-SHIRTS
UNDERWEAR
NIGHTWEAR
HOSIERY

2. WOMEN'S, GIRLS AND INFANTS CLOTHING

SUITS AND COATS
DRESSES AND SKIRTS

TROUSERS, SLACKS,
DUNGAREES, JEANS
SKIRTS AND BLOUSES
NIGHTWEAR
UNDERWEAR

II. BUYING SECTORS

1. CONTRACT AND INSTITUTIONAL SALES

2. COMMERCIAL SALES

3. WHOLESALE

4. RETAILERS: DEPARTMENT STORES, SPECIALTY STORES, DISCOUNT STORES CHRISTOPHER

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Disposition Approved on Date:
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Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
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Status: NATIVE
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TAGS: BBSR, BFOL, CA, XA, XB, XF, XM, XT, XU
To: BRUSSELS LONDON
Type: TE
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